

1990

- January Discovery launches The Discovery Interactive Library, cable television's first entry into the interactive video market.
- February Discovery forms its first corporate programming partnership, signing an agreement with Mobil Corporation, Saudi Basic Industries Corporation (SABIC), and the Saudi Arabian Oil Company (Saudi ARAMCO). The agreement supports the world television premiere of **Arabia: Sand, Sea & Sky**.
- April Discovery enters the home video arena via direct home video sales. Initial offerings include a minimum of one video per month.
- Discovery passes the 50 million subscriber mark according to A.C. Nielsen's May Universe Estimate. Discovery stands at 50,367,000 households and ranks as the 7th largest cable network.
- Discovery ranks #1 in non-subscriber interest (43%) in second annual Beta non-subscriber survey -- well ahead of CNN (35%), ESPN (35%) and AMC (33%).
- May Discovery announces that it will double its original programming hours and offer nearly seven times as many hours of originally created anthologies for its upcoming season.
- September Nielsen announces that Discovery is available to 52.5 million households, making it the sixth largest cable network and surpassing MTV.

1991

- March Discovery's Production Unit launches its quarterly **Discovery Specials** with the world television premiere of **Citizen Carter**, a chronicle of Jimmy Carter's post-presidential years.

FAST FACTS

Discovery Communications, Inc.

History/page five

April

Discovery continues as a top-ranked service in nonsubscriber interest, according to the Beta survey.

May

Discovery reaches definitive agreement to purchase The Learning Channel from Financial News Network and Infotechnology, Inc.

September

Discovery airs **The Second Russian Revolution**, an unprecedented six-part series on the rise and fall of Soviet President Mikhail Gorbachev. The critically acclaimed series features extensive interviews with Kremlin and KGB insiders.

October

Discovery Networks, a unit of the newly-formed Discovery Communications, Inc. (DCI), launches the new Learning Channel, devoted to making a world of ideas accessible to its viewers.

November

The Learning Channel premieres **Teacher TV**, a joint production with the National Education Association (NEA) "by, for and about teachers."

1992

January

Discovery gains its largest audience ever - 1.68 million viewers - with **Wings Over the Gulf**, which showcases the aircraft used during the 1991 Persian Gulf war.

Discovery reports its highest-ever monthly prime-time ratings, with a 1.3 average during January, according to A.C. Nielsen. All other ratings categories increase as well.

February

Discovery Communications signs agreement with the Center for Democracy and the new Russian Federation to provide Russian citizens with programming teaching principles of Democracy.

Discovery Communications, Inc.

History/page six

Verizon Wireless, a subsidiary of Verizon Communications Inc.

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FAST FACTS

THE LEARNING CHANNEL

The Learning Channel (TLC) is the only cable network that consistently offers people of all ages -- from pre-schoolers on -- an enjoyable, entertaining way to learn and satisfy their natural curiosity. Relaunched October 1, 1991, this new *viewer friendly* service features stimulating, provocative non-fiction that awakens the power of the mind. *TLC* signature series and specials explore the humanities, arts, sciences, entertainment and much more that enriches and delights.

PARENT COMPANY:	Discovery Communications, Inc.
LAUNCH DATE:	November 1980 (Acquired by Discovery Communications in May 1991)
RE-LAUNCH:	October 1, 1991
AFFILIATES:	1498 cable systems in top 100 DMA's
SATELLITE:	Satcom C-3, transponder 2
SUBSCRIBERS:	18.8 million households (Nielsen Universe Estimate, February 1993) Does not include alternate technologies distribution.
EXECUTIVES:	John Hendricks <i>Founder, Chairman and CEO</i> <i>Discovery Communications, Inc.</i> Ruth Otte <i>President and COO</i> <i>Discovery Networks</i>

THE LEARNING CHANNEL

(continued)

Gregory B. Moyer
Executive Vice President
Programming Group
Discovery Communications, Inc.

John B. Ford
Senior Vice President
Programming
The Learning Channel

Bill Goodwyn
Vice President
Affiliate Sales and Relations
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Discovery Networks

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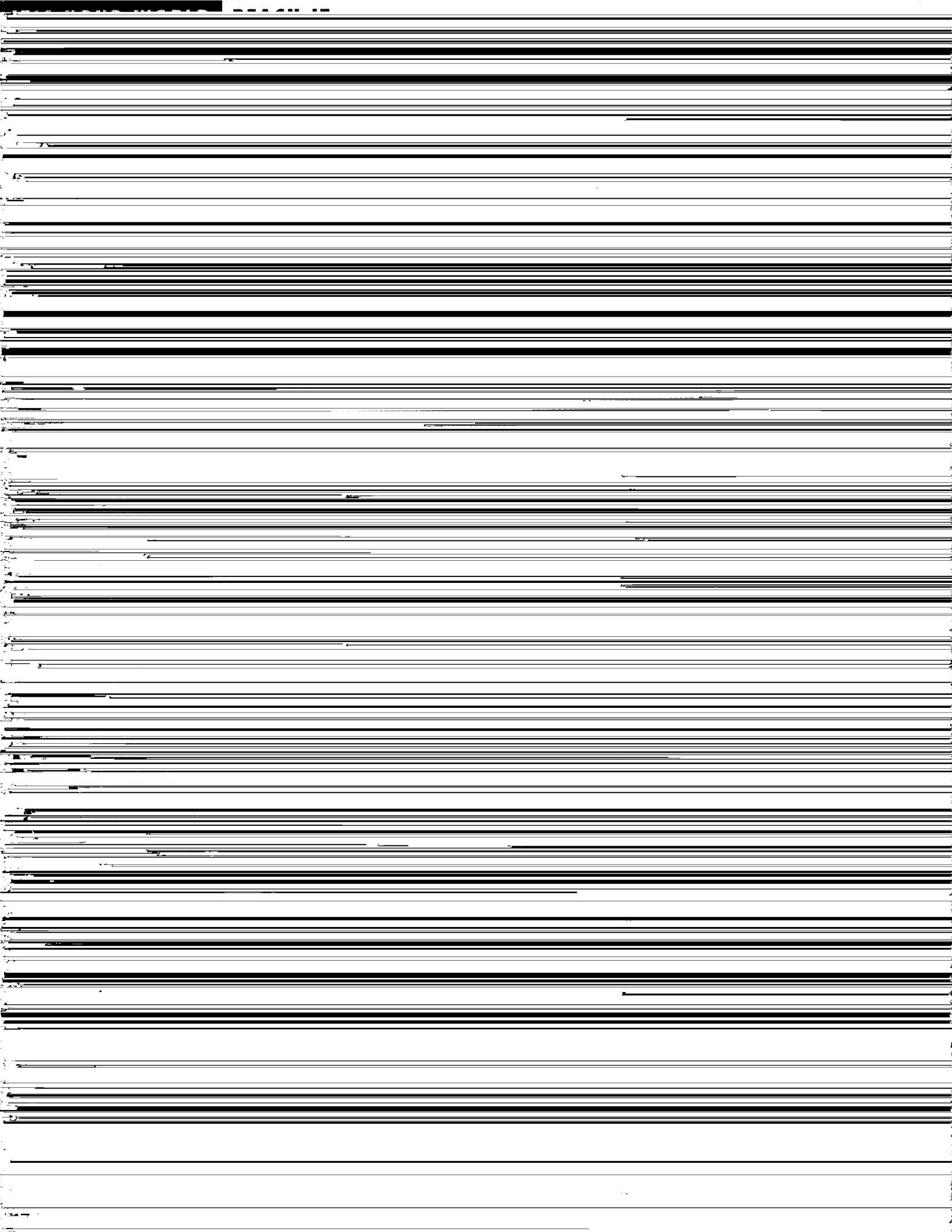
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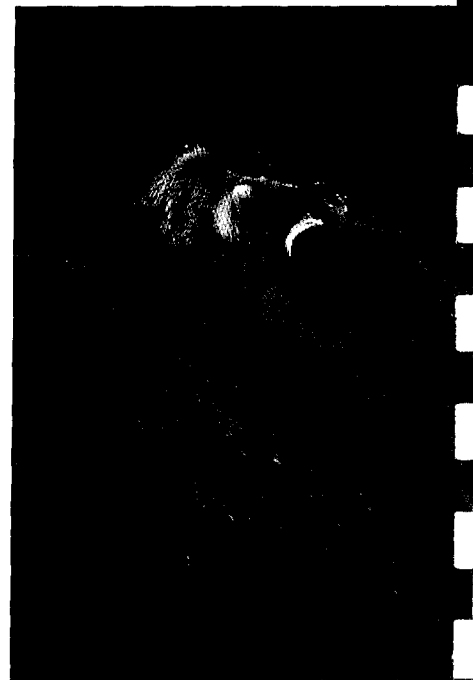


ALASKAN BEARS

Going where no camera has gone before, the producers of *Alaskan Bears* create respect and concern for these awe-inspiring creatures.

Filming with the aid of bear experts from the Alaska State Department of Fish and Game, *Alaskan Bears*' camera crews were able to get incredibly close to their subjects in never-before-seen, remote areas of Alaska. The one-hour special focuses on how the bears have adapted to a tough Alaskan environment.

Extraordinary footage shows bears preparing for hibernation, searching for food, and going on "spring break" – a period when the usually isolated creatures enjoy each others' company. Breathtaking cinematography captures the land in which they live:



IT'S YOUR WORLD REACH IT

ANYTHING
IS POSSIBLE

PUSHING
THE LIMITS



**ANYTHING IS
POSSIBLE**

* "Hold your breath and
* don't panic." That's the
* advice action film-
* maker Leo Dickenson
* offers viewers of
* *Anything Is Possible*
* as he takes them on
* adventures they might
* never try themselves:
* kayaking, parachuting

**PUSHING THE
LIMITS**

* Scaling frozen waterfalls
* in Switzerland, and
* surfing the massive
* breakers of the
* Hawaiian coast, solo
* climbing one of the
* hardest rocks in Great
* Britain, cave diving
* and free falling. These
* are the six acts of hero



IT'S YOUR WORLD



FRONTIERS OF FLIGHT

The first powered flight. The first cross-country flight. The first transatlantic flight. The first flight around the world. The first space flights. Each barrier fell to brave men and women who risked and sometimes lost their lives. Who better than the Smithsonian Institution and Discovery to recount that glorious, exciting history? Each episode of this **new hour series** celebrates different *Frontiers Of Flight*, as filmmakers revisit the excitement with the classic plane collection

SKYBOUND

From gossamer-winged ultra-lights to 3,000-meter free falls, the intoxicating thrill of breaking earthly bonds is captured in *Skybound*. Discovery's **new half-hour series** explores different facets of flying: helicopters, aerobatics, gliders, parasailing, bush pilots, engineering, development and more. *Skybound* brings earth-bound viewers real life adventure most can only dream about.



X-PLANES

How do you get to punch a hole in the sky? Chuck Yeager knows. In *X-Planes*, Yeager and other test pilots will tell you what it's like to push the edge of the envelope on an experimental prototype. *X-Planes* came as put you in the cockpit of the X-2. Now as M-101 breaks Mach 3 and then crashes in a ball of flame on a dry lake bed. Discover's **new half-hour series** brings viewers real and fascinating facts about the airplane prototypes, more stories of their design and designers,

WINGS

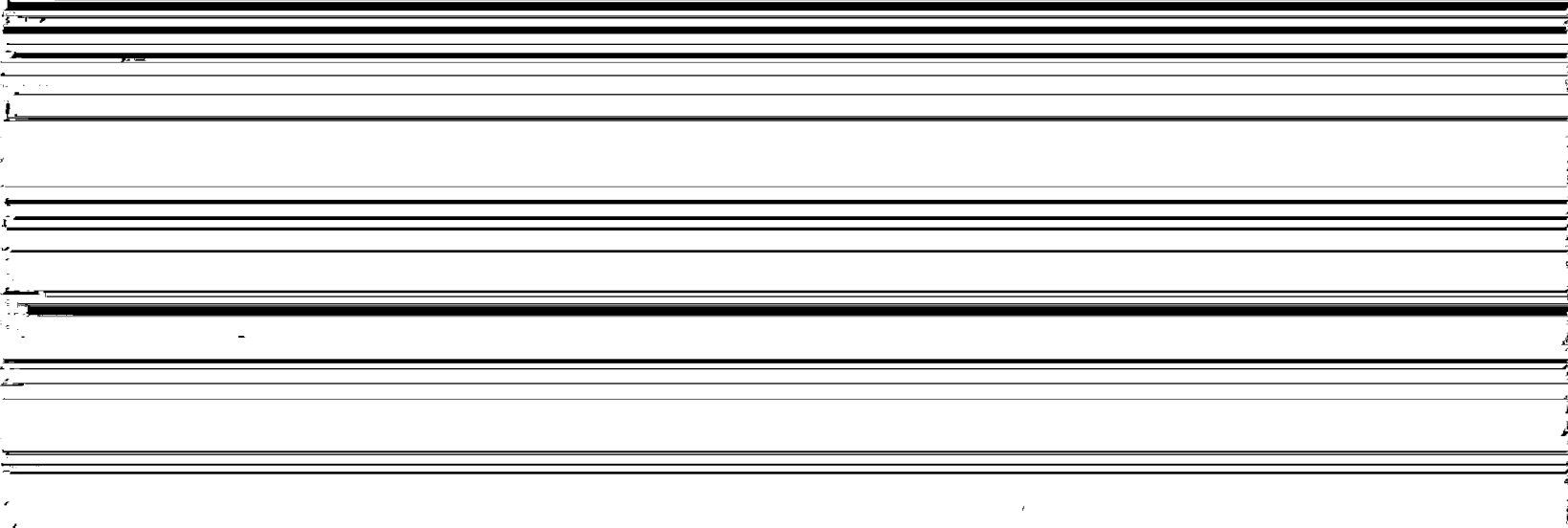
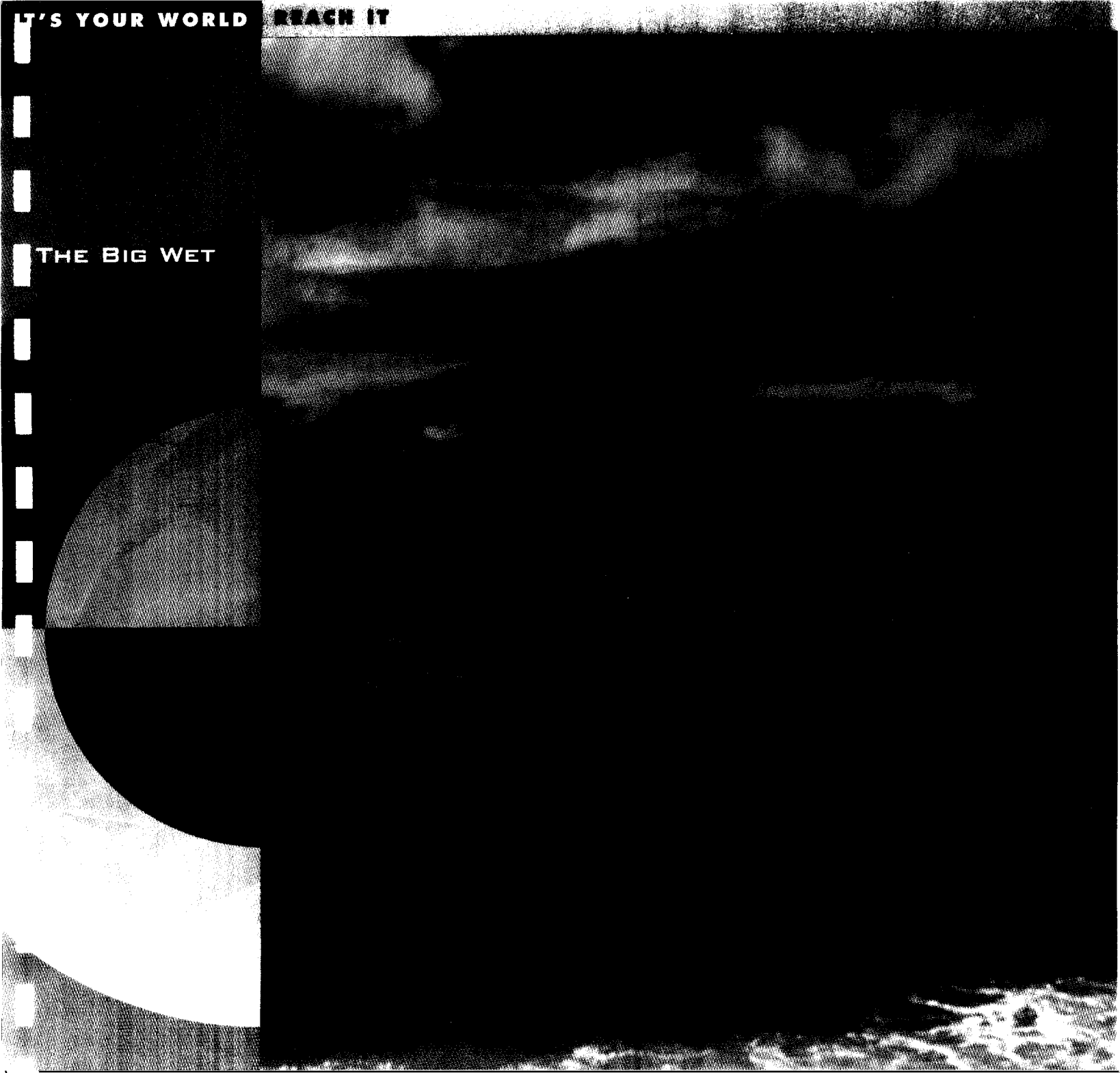
Wings is back for another heart-pounding, adrenaline rushing season. Discovery's returning **hour-long anthology** is the last word for flight fans. Fighting jets and civilian transports. Stealth bombers and supersonic missiles. Viewers get a healthy dose of history, behind-the-scenes stories, techno-info and slam-back-into-their-seats views from the cockpit. For speed and precision, *Wings* is where it's at - and diehard viewers agree.



IT'S YOUR WORLD

REACH IT

THE BIG WET



THE BIG WET

Once a year, the dry reaches of Northern Australia are battered by torrential monsoon rains. Where does a koala bear go in the downpour? Does the duckbill platypus mind the monsoons? Viewers will find out in



The Big Wet, a new one-hour documentary offering a rare glimpse of an annual natural drama. For some it's a time of regeneration; for others, a moment of reckoning. Produced in Australia, *The Big Wet* looks at how one of the most unusual ecosystems on earth reacts to the variables of the monsoon.



A DISCOVERY ORIGINAL PRODUCTION.



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IT'S YOUR WORLD REACH IT

JUSTICE FILES

TERRA X

ARTHUR C.
CLARKE'S
WORLD OF
STRANGE
POWERS

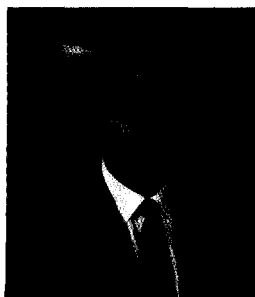


JUSTICE FILES

Justice Files, Discovery's new hour-long series, presents a gripping alternative to



tabloid TV crime shows and superficial coverage of America's crime explosion. Emmy award-winning ABC News correspondent Forrest Sawyer leads viewers through real cases, getting into the story with real cops and real victims. Painstakingly reconstructed stories use actual video, participants and eyewitnesses. *Justice Files* doesn't stop with the crimes. It delves into the reasons for crime, examining how each type of crime



Host: Forrest Sawyer

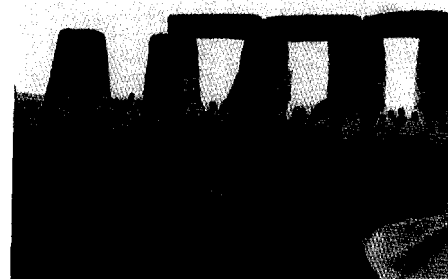
affects society and how to prevent similar crimes in the future. Star attorney Arthur Miller describes how laws have changed as a result of the cases profiled in *Justice Files*.

TERRA X

The Curse of the Pharaoh. Atlantis. Ancient astronauts visiting Corsica and Malta. Is there any truth to these myths and legends? Yesterday's mysteries get solved by today's scientists in *Terra X*, the returning half-hour series. Was there really a pharaoh's curse? Yes, but it wasn't mystical. It was a cleverly laid Egyptian bacterial booby trap that poisoned some of the discoverers of King Tutankhamen's tomb. To find out more, viewers can turn to *Terra X*.

ARTHUR C. CLARKE'S
WORLD OF
STRANGE POWERS

Magic...extra-sensory-perception...ghosts. The supernatural is the subject when scientist, author and inventor Arthur C. Clarke takes viewers on a half-hour journey to the edge of reality. *Arthur C. Clarke's World of Strange Powers* investigates curious visions and odd possibilities in a manner that will give even the hardest-headed pragmatic viewers food for thought.



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THE
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CHANNEL

IT'S YOUR WORLD

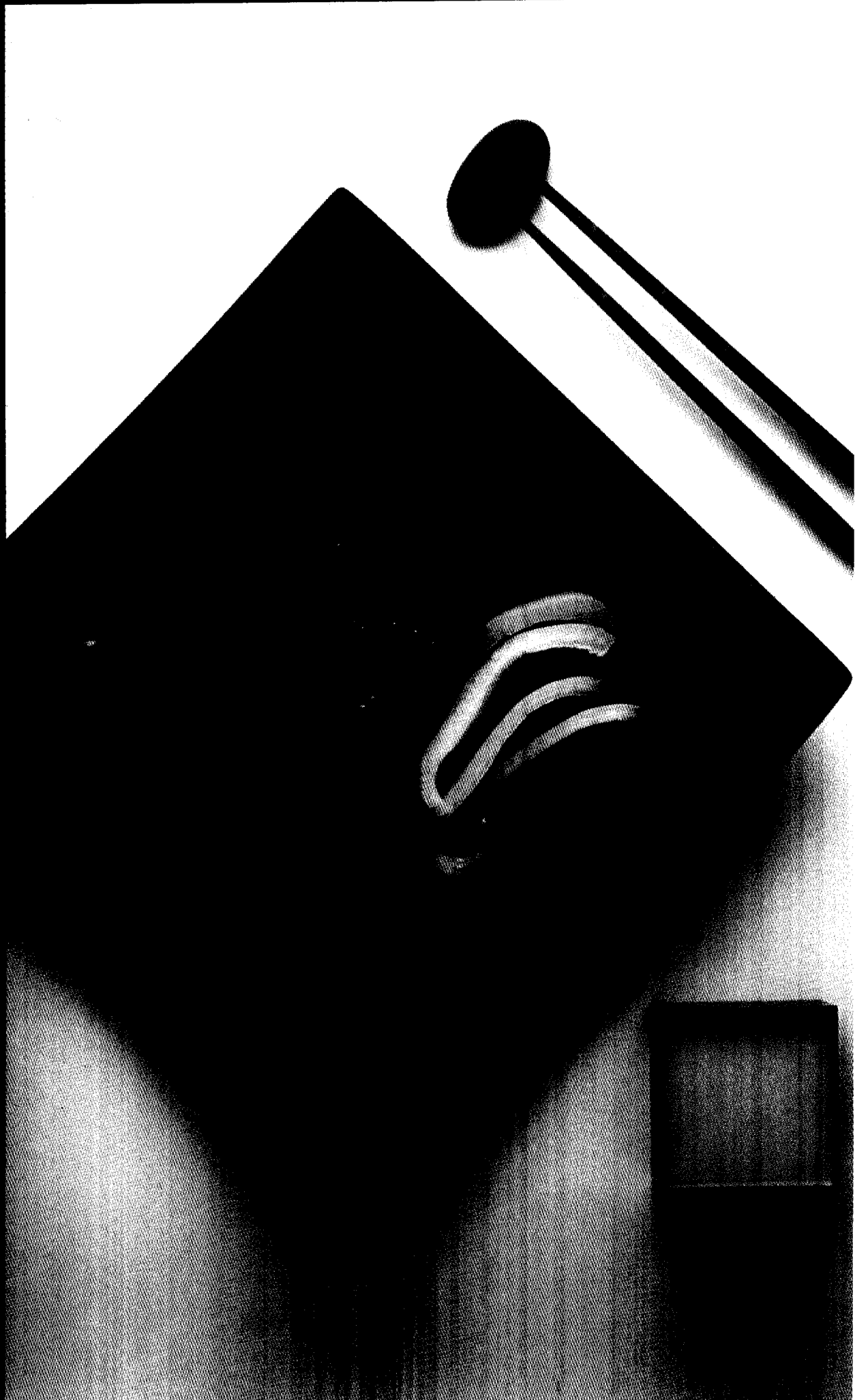
GRAHAM KERR

GREAT CHEFS

THE LOW
CHOLESTEROL
GOURMET

PASQUALE'S
KITCHEN
EXPRESS

THE
Discovery
CHANNEL®



IT'S YOUR WORLD

REACH IT

THE LOW

IT'S YOUR WORLD

REACH IT

DISCOVERY
ON THE GO

SMITHSONIAN
TREASURES

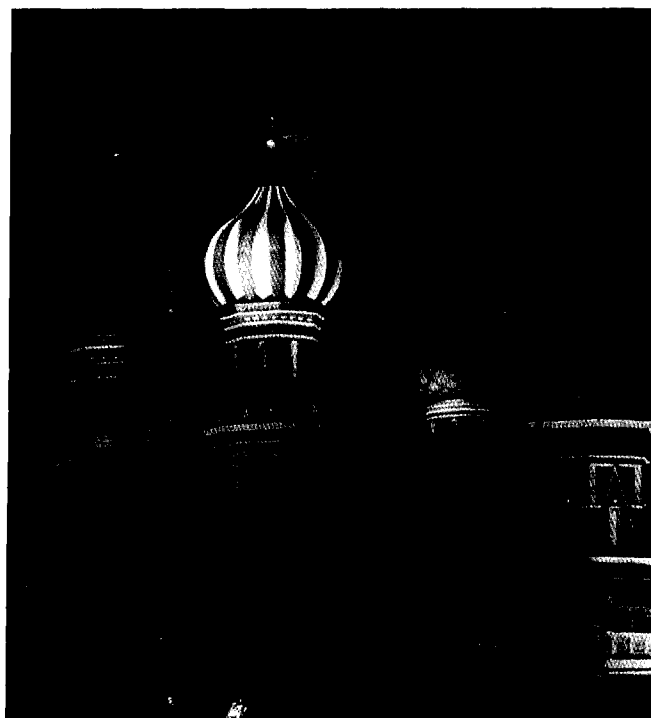


THE
Discovery
CHANNEL®

DISCOVERY ON THE GO



Where can viewers ride the rapids in a New Zealand river one day and shop a chic Paris boutique the next? Who can tell them where to eat in Moscow, how much to pay for souvenirs in Cairo, and how to catch a cab in New York City? *Discovery on the Go* can. *Discovery on the Go* is the travel anthology on Discovery. **Hour-long episodes** are culled from the best of series including *Rand McNally Video Trips*, *A World Away* and *America Coast To Coast*.



SMITHSONIAN TREASURES

Leave it to the largest collection of knowledge and treasures in the world to rekindle the keen exhilaration of learning. Host and noted author David McCullough guides viewers through *Smithsonian Treasures*, the Emmy Award-winning **half-hour series** drawing on the richness of the Smithsonian collections. Always upbeat and down-to-earth, episodes challenge viewers to explore subjects such as modern art, space travel and aviation.



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REACH IT

DISCOVERY
JOURNAL
PRIMETIME



**DISCOVERY
JOURNAL
PRIMETIME
SPECIALS**



• Discovery brings a keen
• eye to world events with
• *Discovery Journal*

premieres, *Life in the
Shadows* and *Out of the
Shadows*. document the

IT'S YOUR WORLD

MOTHER
NATURE

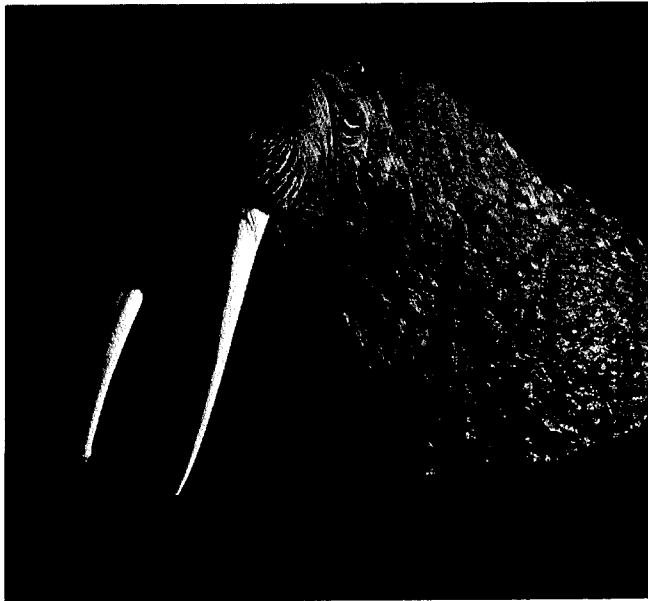
WILDLIFE
CHRONICLES

THE
Discovery
CHANNEL®

MOTHER NATURE

Like nature herself, *Mother Nature* is a varied, diverse and rich collection of life on earth. Surprising explorations into the habits of familiar animals. Exciting encounters with the unusual and unknown. And a continuing reevaluation of man's relationship with his fellow offspring of *Mother Nature*. Daily **half-hour**

shows in this returning anthology are drawn from two of the anthology's best programs: *Wild Side* - a revealing glimpse of non-exploitative, mutually respectful relationships between animals and man hosted by Sir David Attenborough; and *Profiles of Nature* - an intimate examination of animal behavior, focusing on habitat, social skills and parenting.



WILDLIFE CHRONICLES

What happens when master cinematographers turn their talents to revealing the full spectrum of animal behavior? You get *Wildlife Chronicles*, the returning **half-hour** nature series that brings you intimate portraits of animals and glorious, breathtaking views of their world. Winner of cable's ACE Award, *Wildlife Chronicles* records sea otter's extraordinary patience and knowledge as they pursue dinner. Filmmakers also follow a four day old baby elephant on his first trek.

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THE GLOBAL
FAMILY

MAC AND
MUTLEY

NATURE
WATCH

FILMS FOR
THE FAMILY



DO NOT DISTURB
THE ANIMAL